

VENTURE VOYAGE

Facilitator Kit



Everything you need
you will find on the way

8 weeks -
8 milestones

Hang in there; be imaginative
and work with your team

Enjoy the ride!

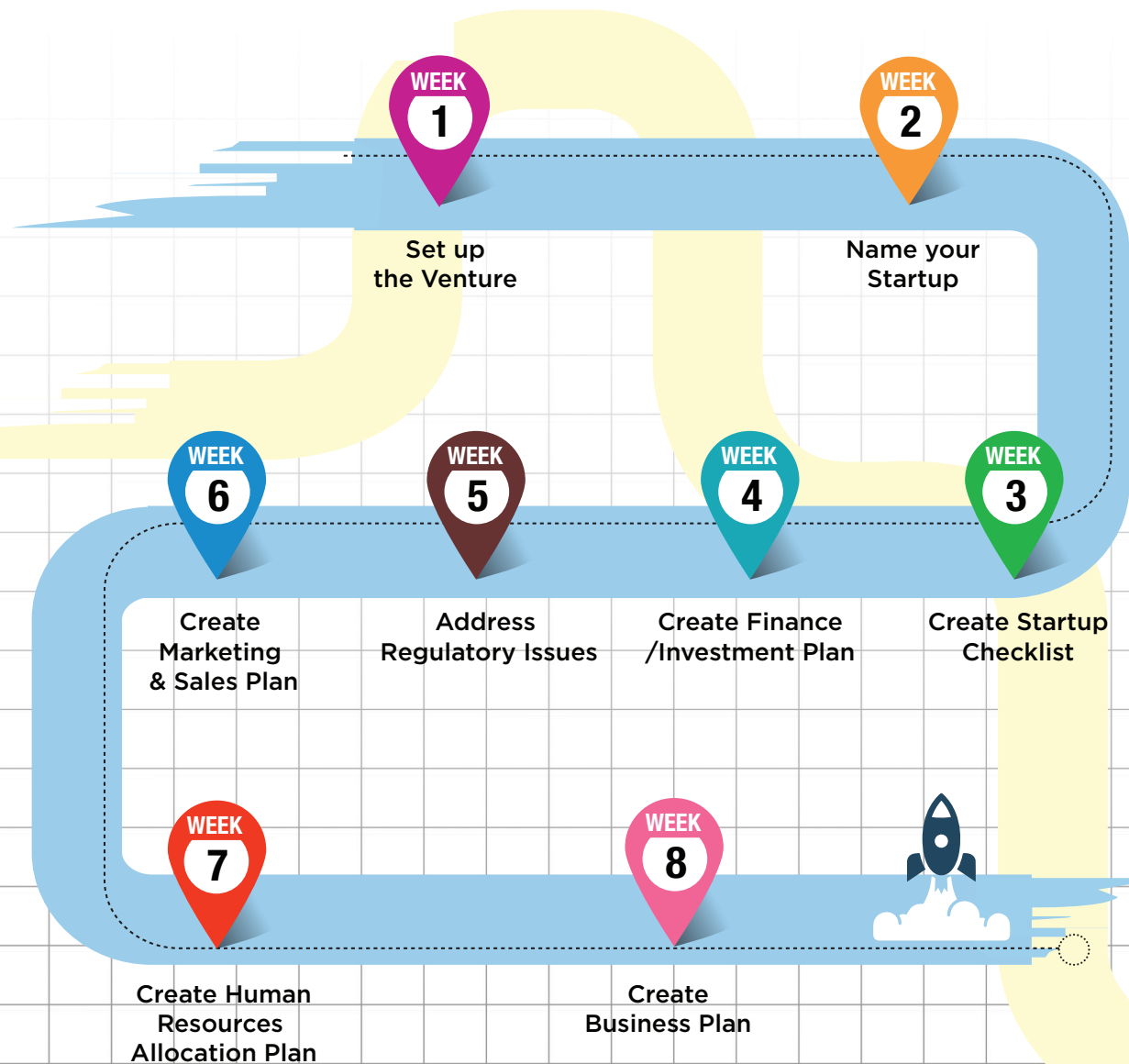


The journey as important as the destination



VENTURE VOYAGE: PROGRESS TRACKER

At the beginning of Week 1, the progress tracker will be pinned up on the soft board. At the end of each week upon completing a task/milestone, each team will be awarded a score. This score needs to be written on the red score flags, which the facilitator will distribute to the teams. Each team must pin the red score flags with the score on the progress tracker upon completion of the task/milestone.



|| VENTURE VOYAGE

Introduce the activity to the students by saying the following:

What if someone pulled a few of you into a room and announced that you need to launch a new venture in the next few weeks? What if you had to pick your business idea randomly? It could be a restaurant, an e-commerce venture or a travel company ...You don't know what awaits you and who your venture partners will be....How will you feel? Surprised? Nervous, perhaps? But also excited, right? You will feel the adrenalin racing and your heart beat accelerating. Almost like a true entrepreneur would.

Well, this is what this activity is all about. It will give you a "real" feel of what it is like to start a new business or venture.

Venture Voyage is truly a trip into the unknown.

In this activity, over an 8-week period, you will go through the process of setting up a business as part of a team and you will do everything required to start up such as:

- **Give your business an identity – an exciting name, and an even more exciting logo**
- **Create a Business Essentials Checklist**
- **Identify investment, regulatory tasks, marketing activities, and human resource needs**
- **Prepare a Business Plan**

But remember this is not a real business. You don't actually set up a business. You just assume you are going to do it for real and plan for it by creating checklists and plans. Basically, you set it up on paper and not for real!! So, you will experience the thrill without the risk and have a whole lot of fun!

So, what are you waiting for? On your marks, get set and go.....

WEEK-WISE PLAN

Week	Tasks	Materials Required	Duration
Week 1	Set up the venture - Identify your profile - Find venture partners - Allocate roles	- Entrepreneurial Style Quiz - Personal Profile Form - Startup Team Form - Box with chits allocating roles	1 hour 1 hour 30 minutes 30 minutes
Week 2	Name your Startup - Pick a business idea - Detail your business idea - Name your business/venture	- Box of chits with business ideas: Restaurant, Software, E-Commerce, Bio-Tech, Travel, Training services, Recruitment company, Web Design - Branding Form	30 minutes 1 hour 1 hour 30 minutes
Week 3	Create Startup Checklist	- Startup Checklist Form - Internet Connection and computers for research	3 hours
Week 4	Address Regulatory Requirements	- Regulatory Issues Form - Internet Connection and computers for research	3 hours
Week 5	Create Finance/Investment Plan	- Finance/Investment Plan Form - Internet Connection and computers for research	3 hours
Week 6	Create Marketing & Sales Plan	- Marketing and Sales Form - Internet Connection and computers for research	3 hours
Week 7	Create Human Resources Allocation Plan	- Human Resource Allocation Form - Internet connection and computers for research	3 hours
Week 8	Create Business Plan - Plan Creation - Presentation by teams - Facilitator Debrief	- Business Plan Form - Internet Connection and computers for research	1 hour 30 minutes 1 hour 30 minutes

INSTRUCTIONS FOR FACILITATOR

1. Explain the purpose of the activity.
2. Describe how the entire activity is structured. Share the week-wise plan and explain the scoring process.
3. In Week 1, teams will be created. Pin up scoring sheets for every team on soft boards after this.
4. At the end of every task, score all the teams. Refer to the Answer Key to score.
5. Every week, distribute the relevant Student Handouts to each team and then ask them to start the task.
6. When a team completes a task, pin a flag displaying the team score on the scoring sheet.
7. Tell students to collaborate, think-out-of-the-box and get creative. Ensure that students have fun!!
8. In Week 8, after students complete the final task, conduct a short debrief session-invite teams to share their experience and learning.
9. Answer key, and the debrief questions are available in the Appendix.
10. The team with the maximum total score will be declared the winning team.

ACTIVITY DEBRIEF

Conduct Activity debrief in Week 8 using the following questions.

1. How did this activity help you in gaining first-hand experience of preparing the ground work for launching a Startup?
2. Why did some teams do better than the other team? Was it because their idea was good or they executed it differently, or they displayed better collaboration?
3. What skills did you use to convince people to come on board your team? What challenges did you face in convincing them?
4. How is your venture name related to your business idea? What is the creative element in this name?
5. Did your business area require any specific legal sanctions? If yes, what? How did you find this out?
6. How is your business plan unique? Why do you think it “says more with less”?

SCORING KEY

Use this scoring key to award points to the teams on a weekly basis. Ask students to write down their **total score** for a week on the SCORE FLAG and pin it in their VENTURE VOYAGE: PROGRESS TRACKER. Each week, a basic score will be awarded for accomplishing the task/milestone. Along with the basic score, you can award a bonus score for some weeks subject to the team meeting certain criteria. The criteria are mentioned in the table below.

The sum of all basic scores is 41 and bonus scores is 9 making a total of 50 points.

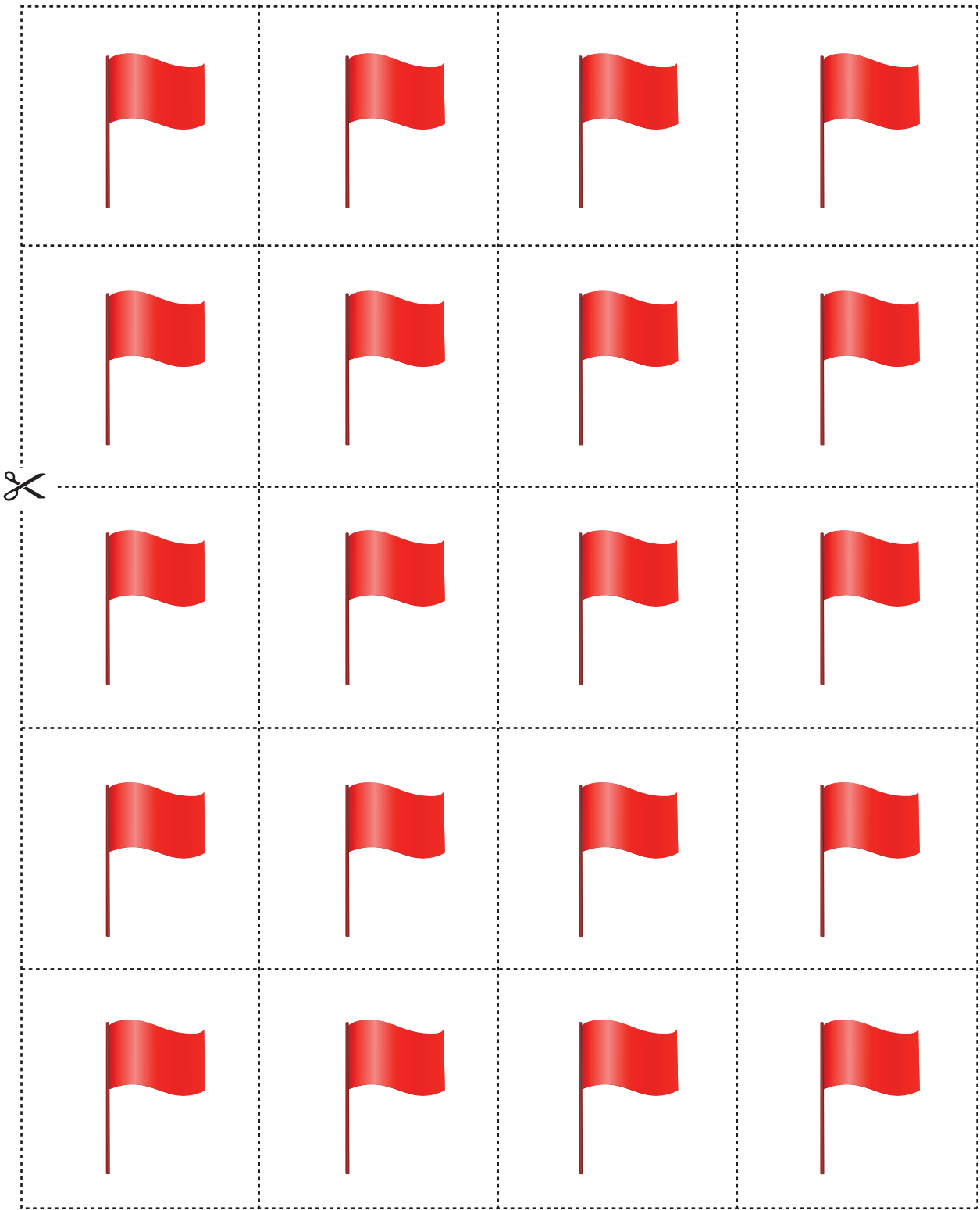
Week	Basis for Scoring	Maximum Basic Score	Bonus Points	Total Score
Week 1	<p>1 Point for 1 Maker in the team 1 Point for 1 Merchant in the team</p> <p>Bonus points (3) if a team has all 5 types</p>	2	3	5
Week 2	<p>Award One Point each for the following:</p> <ul style="list-style-type: none"> - Simple - Memorable - Available/Does not exist already <p>Award bonus points (2) if the name is also timeless and re-purposable, that is it can be used even if the business diversifies.</p>	3	2	5
Week 3	<p>Award One Point for correctly identifying each for the following:</p> <ul style="list-style-type: none"> - Finance/Investment - Regulatory Issues - Marketing & Sales - Human Resources - Business Plan <p>No bonus score</p>	5	-	5
Week 4	<p>Award One Point for completing each of the following sections:</p> <ul style="list-style-type: none"> - Capital Expenses - Revenue/Operational Expense: - Calculate investment - Calculating your Profit: - Sources of capital <p>No bonus score</p>	5	-	5

Week	Basis for Scoring	Maximum Basic Score	Bonus Points	Total Score
Week 5	<p>Award One Point for identifying each of the following components:</p> <ul style="list-style-type: none"> - Selection of type of company - Nature of business - Required sanction/licenses - Registration process - Compliance-eg., Service Tax Number <p>No bonus score</p>	5	-	5
Week 6	<p>Award One Point for completing each of the following sections:</p> <ul style="list-style-type: none"> - Product - Price - Place - Promotion - People <p>No bonus score</p>	5	-	5
Week 6	<p>Award One Point for identifying resources for each of the following categories:</p> <ul style="list-style-type: none"> - Product Engineering - Production - Pricing - Packaging - Sales & Distribution - Recruitment - Finance - Customer Support <p>Award bonus points (2) for identifying resources under "Others" category.</p>	5	-	5





















Week	Basis for Scoring	Maximum Basic Score	Bonus Points	Total Score
Week 8	<p>Award One Point for completing each of the following sections:</p> <ul style="list-style-type: none"> - Opportunity - Market - Product/Service - Competition - Operations - Management - Risk - Financials <p>Award bonus points (2) for presenting the business plan creatively.</p>	8	2	10
TOTAL SCORE		41	9	50

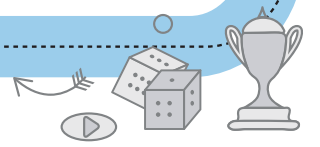
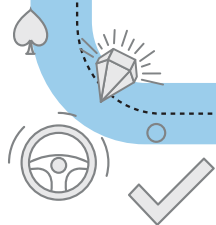
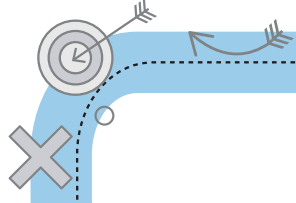
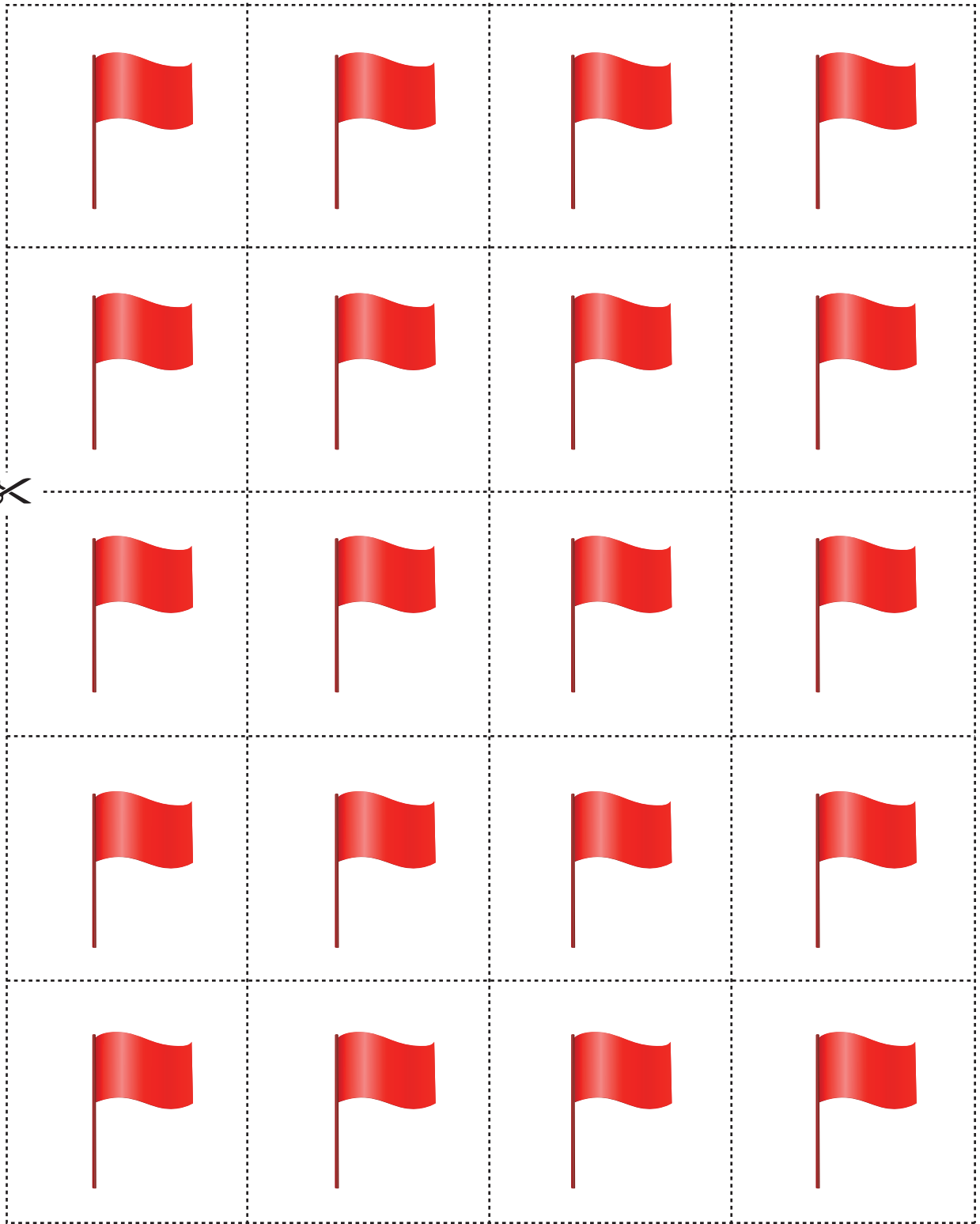
SCORE FLAGS

Cut and distribute score flags to teams. Ask them to write down the score on this and pin it on their Venture Voyage: Progress Tracker.










A 5x4 grid of red flags on a white background. Each flag is a simple red rectangle with a wavy top edge and a thin black pole. The grid is defined by dashed lines. A pair of scissors icon is located on the left side, between the second and third rows, indicating where to cut.



BADGE

Cut and distribute these badges to teams in Week 1. Each team member will write his/her name and personality profile (MAKER, MERCHANT, MAGICIAN, MOBILIZER, MASTER) on the badge.

<p>Name</p>  <p>I AM A</p>	<p>Name</p>  <p>I AM A</p>	<p>Name</p>  <p>I AM A</p>	<p>Name</p>  <p>I AM A</p>	<p>Name</p>  <p>I AM A</p>
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BUSINESS IDEA CHITS

Cut and distribute these chits to teams to pick a business idea in Week 2.

 <p>Restaurant</p>	 <p>Software</p>	 <p>E-Commerce</p>	 <p>Bio-Tech</p>
 <p>Travel</p>	 <p>Training services</p>	 <p>Recruitment company</p>	 <p>Web Design</p>